

## CLAIMS

1. A method of updating a user profile in an interactive system,  
5 comprising combining the information contained on an identifier tag (ID) and at least one interchangeable profile data tag (PRINF).
2. A method as claimed in claim 1, characterised in that the information contained on the profile data tag (PRINF) is copied onto the  
10 identifier tag (ID).
3. A method of updating information in a memory field of an interactive tag (ID), comprising accessing the memory field of the interactive tag, determining from a second tag (PRINF) data to be used to update the said  
15 profile information and updating the profile information in accordance with an operating instruction contained in a third tag (ACT).
4. A method as claimed in claim 3, characterised in that the second and third tags are read in conjunction with the interactive tag.  
20
5. A method as claimed in claim 3, characterised by submitting the interactive, second and third tags substantially simultaneously to a reading station (24).
- 25 6. A method as claimed in claim 5, characterised by updating the profile information as the tags are removed from the reading station.
7. An interactive system comprising tag reading means (24), an interactive tag (ID) having a store (20) for personal identifier information and a  
30 programmable space for storing profile information, a second tag (PRINF) carrying profile data and a third tag (ACT) carrying an operating instruction, and means (32) responsive to reading the interactive, second and third tags in

conjunction for using the profile data and the profile information in accordance with the operating instruction.

8. A system as claimed in claim 7, characterised in that the tag  
5 reading means (24) has RF coupling means and in that each of the interactive,  
second and third have coils for use with the RF coupling means.

9. Apparatus as claimed in claim 8, characterised in that at least the  
second (PRINF) and third (ACT) tags are passive tags and in that they are  
10 powered by way of the RF coupling means.

10. An interactive tag (ID) comprising storage means (20) having stored therein identity information and profile information which conditions a tag reader.

15

11. An interactive tag (ID) having stored profile data which can be altered as desired in accordance with operating instructions carried by another tag (ACT) when read in conjunction with the interactive tag.

20

12. An interactive tag (ID) having stored profile information which can be operated on by profile data carried by another tag (PRINF) in accordance with operating instructions carried by a further tag (ACT), when said interactive, another and further tags are read in conjunction.

25

13. A method of promoting a product/service, comprising a promoter supplying profile tags (PRINF) having promotional data stored thereon for issue with an article, a user having an interactive tag (ID) with programmable storage space thereon using the promotional data to alter the content of the programmable storage space in accordance with operational instructions carried on an action tag (ACT) read in conjunction with the profile and interactive tags, wherein relevant product/service suppliers remunerate the promoter.

30

14. A method as claimed in claim 13, characterised in that the profile tags (PRINF) are read once only tags.